

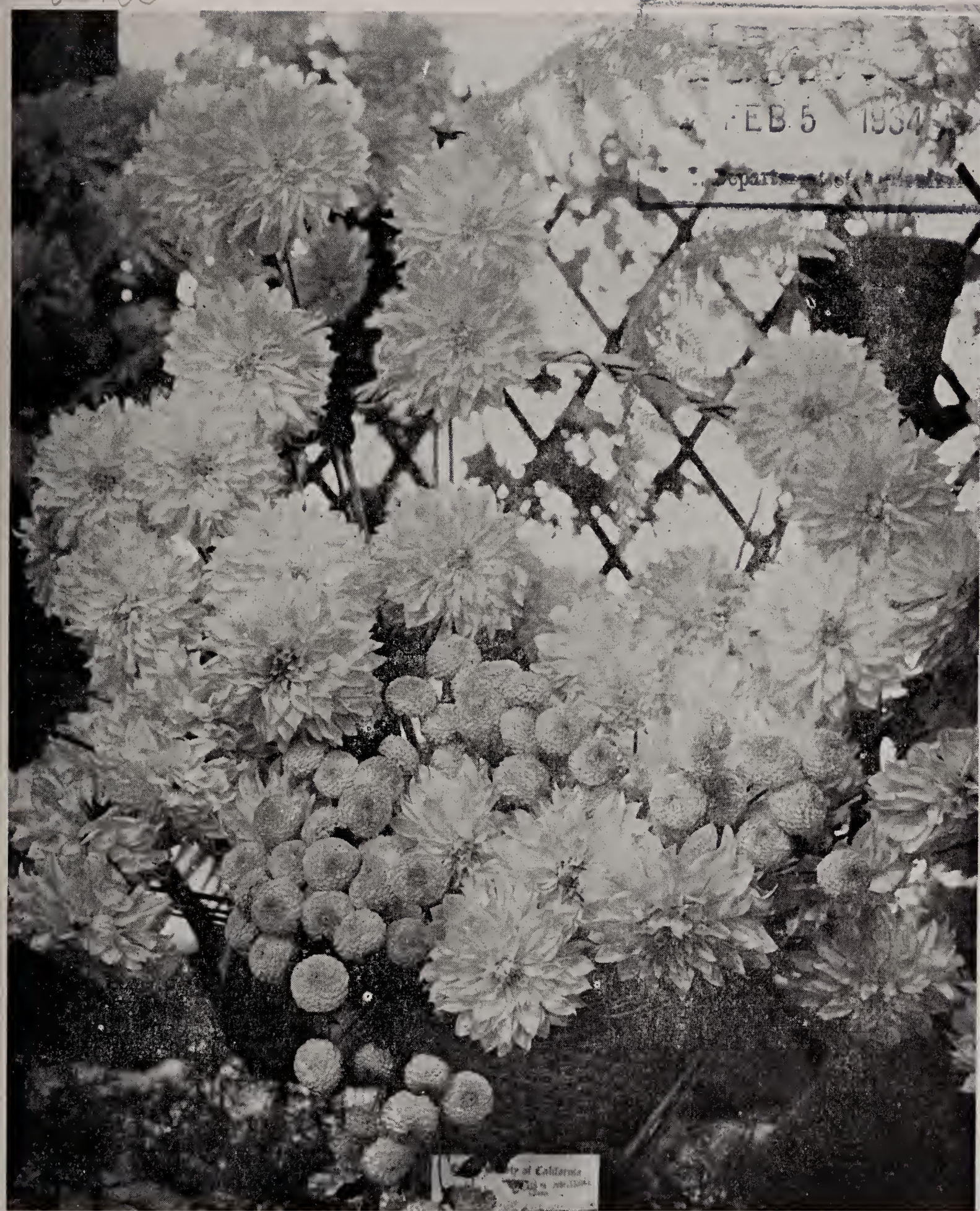
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# Samuel Newsom Dahlia Farm

Napa

1934

California





## New Dahlias

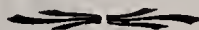
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**SUMDAHLIA.** (Giant Formal Decorative) (Sprague Newsom)—For several years we have been testing this wonder dahlia, and each season become more enthused over it. Without doubt the tallest and most vigorous variety we have ever had. Bushes ordinarily grow 8 or 9 feet high with stems like small trees, and the blooms are immense, of perfect quality, and borne in great profusion. Color is a true deep lavender, blended with pink—bright and attractive. You certainly will be agreeably surprised with this great dahlia — \$15.00

**SPLENDORS OF VENICE.** (Newsom) (SC)—Nothing like it. Huge flowers, with long, artistic, semi-quilled petals of a fascinating blending of deep bronz and burnt orange, suffused gold. Bush is very robust, medium low growth, and stems are long and graceful, holding the immense blossoms well above the attractive foliage. Stock limited — \$10.00.

**EMIL DOKOUPIL.** (Dokoupil) (FD)—A new Imported one from Czechoslovakia, and a real dahlia. Bushes are exceptionally strong, vigorous, and healthy, while the full deep flowers of largest size, just look you squarely in the face from cane-like stems. Color is pure shaded lavender. A real addition to the newest dahlias — \$10.00.

**MORAVSKY IDEAL.** (Dokoupil) (I.D.)—Another outstanding variety from the same originator, and equally good. Gorgeous bright red, sometimes tipped silver. Stems are exceptionally long and strong. Blooms profusely, maintaining its enormous size, and the blossoms always seem to have many more petals than the average — \$10.00.



### CALIFORNIA DAHLIA SEED

#### We Offer the Following Packets

100 seeds from our most famous prize winners .....	\$5.00
100 seeds from famous seed parents .....	\$2.50
100 seeds from a General Collection .....	\$1.00
100 Pompon seeds .....	\$1.00
50 Miniature Dahlia seeds .....	\$1.00

Full directions for planting enclosed with the seeds.



## GENERAL LIST OF DAHLIAS

- AVIS COWDRAY** (F.D.)—A pure white with every good feature. Fine stems ..... 75c
- BACCHANALE** (S.C.)—Brightest combination of reddish scarlet and gold. A striking, medium sized cut flower. New ..... 50c
- BALLATELLA** (I.D.)—A most unusual blending of apricot and pale orange. Fine form all season ..... 50c
- BETHEL'S BEAUTY** (I.D.)—Huge flowers of deepest lavender and great depth. Fine stem ..... 50c
- BUCKEYE FLAME** (I.D.)—Immense flame colored blossoms on fine stems ..... 75c
- CARMANIA** (I.D.)—A new, handsome English importation—Deep, curled, pure gold flowers ..... \$1.00
- CARO NOME** (Newsom) (I.D.)—Rich rosy pink, suffused lilac. The flowers are large, of great depth, with wonderful stems. New and most attractive ..... \$2.50
- CHAS. G. REED** (I.D.)—A great prize winner with size, vigor, and stem. Color is rich red, suffused with purple. Outstanding ..... \$1.50
- C. M. STEGMAN** (C.)—Tall growing, of dark red and garnet colorings. Good form all season. Large ..... \$1.00
- COQUETTE** (I.D.)—Huge bloom of scarlet and gold. Large size, and depth. A great favorite ..... 50c
- DAILY MAIL** (I.D.)—The English dahlia that has made a sensation. Clear pale amber, of great size and perfect formation ..... \$1.00
- DANCING SULTANA** (Newsom) (S. C.)—A glorious new flower of bright, oriental lacquer red, with a golden gleam in the sunlight. Petals are artistically curled and twisted. Blooms are large, of perfect formation, and carried on strong straight stems ..... \$2.00
- E. T. BEDFORD** (I.D.)—Largest sized blooms of deep purple with silver shadings ..... 50c
- ELITE GLORY** (F.D.)—Massive blooms of radiant bright red, held erect on cane-like stems ..... 35c
- ELLINOR VANDERVEER** (F.D.)—The most popular orchid pink dahlia ..... 25c
- FAITH GARIBALDI** (F.D.)—Lavender, with pink overcast. Always popular ..... 25c
- FRED PATTERSON** (I.D.)—An exquisite variety with fern-like foliage. Flowers are large and perfect, of pale lilac and lavender ..... 50c
- HARRIET THOMPSON** (I.D.)—An outstanding Western origination of great size. Brilliant orange buff and orient red. Tall grower... 50c
- JANE COWL** (I.D.)—Needs no introduction. The finest gold dahlia, it should be in every garden ..... 25c
- JEWEL OF INDIA** (I.D.) (Newsom)—A huge, fluffy dahlia of great depth, in the "largest dahlia" class, of richest, glowing garnet, suffused maroon. Bush is tall and vigorous and stems are perfect. One of the most beautiful in our entire collection ..... \$3.00
- JEAN TRIMBEE** (I.D.)—Deepest royal purple and plum. Fine size and stems ..... \$1.00
- JIM MOORE** (I.D.)—Sturdy blooms of primrose shading to gold. Good stems ..... 50c
- JOVE** (I.D.)—A large, bronze pink variety, with robust habit and fine stems ..... 50c



## GENERAL LIST OF DAHLIAS

(Continued)

**JULLINAR (F.D.)** (Newsom)—The loveliest shade of pastel lavender, blended with pink. Great long, perfect stems, and huge flowers. Has done well in all climates \$2.00

**KATHLEEN NORRIS (I.D.)**—A great prize winner. True pink, of huge size and depth, with fine stems. Bushes vigorous and medium tall 75c

**KING MIDAS (I.D.)**—A Roll of Honor Dahlia, ranking with the best. Gorgeous pure, golden yellow, with perfect stems and immense size ..... 75c

**LADY FRANCES (I.D.)**—Deep old rose and gold. A prize winner, every good habit ..... 75c

**LAVENDER PRINCESS (F.D.)**—(Newsom)—Most charming pure and delicate lavender, without a touch of any other color. The blossoms are large, very fluffy, and spherical, carried on extra long perfect stems. Everyone likes this dahlia ..... \$3.00

**LEMON QUEEN (S.C.)**—New, from Australia. Lemon yellow of good size, excellent stems ..... \$1.00

**LOLA (F.D.)** (Newsom)—Extra large flowers of deepest orchid, overlaid with a reddish cast. Petals are broad, and twisted and curled like ribbons. Medium tall in growth, with husky cane-like stems ..... \$3.00

**MARIAN BROOMALL (C.)**—Exquisite pure pink, tinting to white. Stems best ever ..... 50c

**MERCEDES (I.D.)** (Newsom)—New. Very large deep lavender blossoms, of fine form and depth. The bushes are medium tall, and bloom all season. Stems are straight and strong. Keeps its size throughout the entire summer ..... \$1.50

**MINNIE EASTMAN (S.C.)**—Large flowers of deep red and gold—most attractive. A prolific blcomer with stems stiff as canes ..... 50c

**MISSION BELL (I.D.)**—Immense blooms of pink magenta shading to pale yellow. Fine form and stems ..... 50c

**MONMOUTH CHAMPION (I.D.)**—A brilliant orange flame colored dahlia of great size. A great prize winner. Stems perfect ..... \$1.00

SEAL'S CALIFORNIAN

## GENERAL LIST OF DAHLIAS

**SALLY B.** (F.D.).—Largest sized flowers on perfect stems, deep pink. Fine ..... \$2.00

**SANHICAN'S QUEEN** (F.D.).—Exceptionally beautiful. Lovely blossoms of pure rich apricot and coral. Every good habit ..... 50c

**SERENADE** (F.D.) (Newsom).—The most beautiful shade of lavender, heavily suffused and shaded with pink. Flowers, while not huge, are just the right size for cutting, and the bush is always in bloom. Stems, of course, are excellent ..... \$1.50

**SEAL'S CALIFORNIAN** (I.D.).—One of the most popular. Pale gold shading to bronze and pink. Best of stems ..... 50c

**SHAHRAZAD** (I.D.) (Newsom).—Our outstanding deep pink introduction. Has done well everywhere. Bloom of huge size, carried on absolutely stiff stems, resembles a deep pink Jane Cowl. Very vigorous ..... \$2.00

**SILVERADO** (C.).—A cactus of rare beauty. Immense blooms of pure white, overlaid silvery lavender. Every good habit ..... 35c

**SILVIO** (S.C.).—Deep golden amber, a most beautiful cut flower variety ..... 50c

**SINDBAD OF THE SEA** (F.D.) (Newsom).—Another very popular variety. Huge size, fine stems and perfect form. Color is vivid scarlet. One of the very best, both for garden and exhibition ..... \$2.00

**THE WORLD** (F.D.).—Most unusual. Deep rosy magenta overlaid garnet, with silver shadings on edges of petals. Fine in every way ... 50c

**THOMAS A. EDISON** (F.D.).—Gorgeous royal purple with a velvety sheen. One of the best with every good trait ..... \$1.00

**T. J. TORBETT** (S.C.).—A dandy variety. Largest blooms of cream and amber shadings. Perfect stems ..... \$1.00

**W H T** (F.D.).—Rich old rose with mauve shadings—rather unusual. A tall robust grower with strong stems ..... \$1.00

**YANKEE KING** (F.D.).—All shades of gold, rose, and amber, blended. Tall and vigorous with extra long fine stems ..... 50c

**YVONNE NEWSOM** (I.D.) (Newsom).—Largest sized blooms of rich garnet bourne on extra stiff, fine stems. The bush is very vigorous and is always covered with these most beautiful blossoms. Everyone liked this variety this past season, because of its large size, beauty, and dependability ..... \$2.50

**ZUNIGA** (F.D.) (Newsom).—Decidedly different. The flowers are huge, with many more petals than is usual, giving the effect of a large show dahlia, without the formality of that type. Color is chamois and light tan. One of the largest with all good habits ..... \$2.00



**MRS. ALFRED B. SEAL (I.D.)**—The finest pure old rose dahlia. Huge flowers held proudly erect above a tall vigorous bush. A great prize winner ..... \$1.00

**MRS. GEO. C. MEACHAM (F.D.)**—A beautiful blending of the popular wood shades, suffused lilac—Fine size and stems ..... 75c

**MRS. LOUISE HYDE (I.D.)**—Large blooms of deep pink and rose ..... 75c

**MRS. S. V. RUSSELL (F.D.)**—New, from England. Largest blossoms on perfect stems. Pink and lavender, beautifully blended, tall \$2.50

**NANKING YELLOW (S.C.) (Newsom)**—Huge flowers of great depth and substance, and perfect formation. Blooms the entire season. Nanking Yellow does best if not over watered, as, if the plants are too soft, the stems sometimes snap at the first joint, due to the weight of the immense blossoms ..... \$3.00

**NORRINE NEWSOM (I.D.) (Newsom)**—A new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long straight stems and of perfect form. With practically no disbudding, this dahlia will supply cut flowers of good size the entire season ..... \$2.00

**PRIDE OF FORT MORGAN (F.D.)**—Another popular variety. Very sturdy tall bushes just covered with large deep red blooms. All good habits ..... 35c

**PRINCE OF PERSIA (I.D.) (Newsom)**—Our finest red dahlia. Immense flowers of the deepest most iridescent rich glowing crimson. Tall bush with long perfect stems. Most successful in winning prizes \$2.00

**QUEEN OF THE GARDEN BEAUTIFUL (I.D.)**—The largest primrose yellow decorative. All good habits, and blooms profusely ..... 50c

**RADIANT SUN (S.C.) (Newsom)**—Quite out of the ordinary. Extra tall and vigorous. The large blossoms are of pale amber, shading to true canary yellow at center. Each petal is outlined with a pencil line of deeper color. Stems are perfect, and extra long. A fine new variety ..... \$2.00

**REGAL (F.D.)**—A Decorative of great size and beauty. Color is bronze, suffused old rose and gold. Very vigorous, with fine stems ..... 75c

**ROSE ASH (I.D.) (Newsom)**—The most exquisite blending of soft, pale ashes of roses and deeper shadings. Always in bloom, with strong bushes just covered with large perfectly shaped flowers, carried on fine straight stems. Something different ..... \$2.00

**ROSY DAWN (I.D.)**—Always popular. Artistically formed flowers of delicate blush pink, shading to white. Never burns or fades. Extra long stiff stems ..... 75c

**RUDY VALEE (S.C.)**—Huge, deep golden flowers, shading to amber. Stems long and strong ..... \$1.50



## THE NEWSOM DAHLIA MANUAL

Not a large book, but a real practical guide to the better growing of dahlias, crammed full of worthwhile dahlia information, gleaned from years of practical experience. Subjects carefully and fully covered are as follows:

Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. The NEWSOM DAHLIA MANUAL only 60c Prepaid.



### POMPON DAHLIAS [P]

### MINIATURES [M]

**AIMEE (P)**—Tiny bronze flowers ... 25c

**BANDIT (P)**—Scarlet ..... 25c

**BABY MARIE OSBORNE (P)**—Deep bright yellow ..... 25c

**BETTY MOORE (P)**—Pale amber with deeper center ... 25c

**DAYBREAK (M)**—Pale gold and amber ..... 50c

**DEEDEE (P)**—Pure lavender ... 25c

**ELIZABETH (P)**—Golden yellow edged red ..... 25c

**GOOD LUCK (M)**—Deep glowing amber ..... 50c

**LITTLE JEWEL (M)**—True pink 50c

**MARY MUNS (P)**—Deepest lavender ..... 25c

**ROSA WILMOTH (P)**—Pink, fine for cutting ..... 25c

**SADIE (P)**—Pale gold and amber 25c

**YELLOW GEM (P)**—Beautiful pale yellow ..... 25c



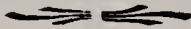
SHAHRAZAD



## OUR BUSINESS POLICY

Our business was established, and is being built up on the solid foundation of absolute honesty and satisfaction. We guarantee all roots or seeds purchased from us to be exactly as represented, and if you are not entirely satisfied in every way, we will replace them, or refund your money. Dahlia orders are filled from strong, field grown, divided roots only, guaranteed to grow. We do not substitute unless requested, or late in the season, and then only with superior varieties to the ones ordered. Order early to prevent disappointment, as orders are reserved as they arrive.

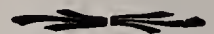
Remittance must accompany each order. All orders are delivered, carefully packed, by parcel post. We pay postage on all orders of \$2.00 or over. Full directions for planting, growing, and exhibiting dahlias are enclosed with each order. Dahlia roots sent to cold climates before April first, will be packed against freezing, but sent at customers risk.



SINDBAD OF THE SEA

## A Free Dahlia with Every Order

We will "double up" on one variety in your order, (our selection) giving TWO fine dahlias for the price of ONE!



May 1934 be  
your Finest  
Dahlia  
Year.

Samuel Newsom